

# effie 2008

The inaugural Effie 2008 Sri Lanka Awards was held at Water's Edge last week, top agencies being honoured. Phoenix and its subsidiaries won the most number of awards while Grants won two silvers. No Golds were awarded.



Dance performance by Chandana Wickramasinghe Dance Troupe



Triad celebrating their glory for *Api Nunuwen Api*. Joint Managing Director, Dilith Jayaweera with Managing Director, BBDO, Keith Wijesuriya and Chairman Television, Sunil Ratnayake



Chalk circle unfolds on stage



Ogilvy Action in action receiving the award for their campaign from Chairman, Effies Blue Print Committee, Thushantha Karunanayake



Chairman effies, Wasantha Mallikarachchi honouring Phoenix O & M with Silver

For the first time in Sri Lanka SLIM has launched an international recognition scheme for advertising and marketing communications, Executive Director effies Sri Lanka, Nimal Wirasekera said.

This started off when the SLIM Awards was replaced by Chillies several years ago.

"I initiated a dialogue with effies in New York and started negotiations with Elizabeth Hammel of New York American Marketing Association (NYAMA) who were conducting the Effies in many countries. However, the negotiations took about a year and the President of SLIM was taken over by Sarah Fernando. During this time we entered into a contract with NYAMA to conduct effies in Sri Lanka" he said.

Another year went by before we were ready for the effies under the Presidency of Wasantha Mallikarachchi.

Meanwhile, we were in the process of finalising the Blue Print under the leadership of Thushantha Karunanayake. We still had to obtain approval for every material that went out of SLIM and within SLIM with regard to effies and finally the Blue Print was approved somewhere in March this year.

The next hurdle was to get the advertising campaign approved. This was done only about three months ago, he said.

Till such time we could not proceed with effies. I wish to thank Triad led by Varuni Amunugama and Dilith Jayaweera for creating a campaign which delighted the effies team in the US.

Then there was a rush to appoint a fresh committee which was led by Past President Wasantha Mallikarachchi with Thushara Perera as the Co-Chair from the Executive Committee with Rohan Soomansa Vice President SLIM and Sarah Fernando Past President SLIM. We invited the Blue Print Chair Thushantha Karunanayake and Lasantha Abeywickrama Senior Marketer, together with two representatives from the 4A's Rohan Rajaratnam and Keith Wijesuriya to join the team. We had Jehan Sheriff and Dharmika Kulatunga Senior staff members joining the team as well for logistical support.

I provided the co-ordination as the Executive Director of SLIM and effies.

Within a week the plan was hatched with the deadline planned and work schedule prepared, and work allocated among the member.

The planning was so meticulously carried out within such a short period that the agency/media brief went on smoothly without a hitch.

There again Triad played a vital role with Signtech supporting the event as a sponsor.

Then within one and a half month we had to find sponsors and I am extremely thankful to Liesha de Silva Chandrasena and DGVS Ratnayake (Chairperson, and Head of Division/Corporate Strategy Director Sri Lanka Telecom) and also Deepal Abeysekera Head of Marketing and PR of People's Bank for accepting our sponsorship proposals without hesitation. We did not want to open this out to other sponsors except event sponsors because we wanted it to be an exclusive event.

It was then a matter of finalising the judges and then the judging. The judges were well qualified and people who were well respected on their own fields.

The judging if seen by outsiders, would have been ideal for some one to learn about effective advertising. All the judges contributed their experience and learning to add value to the whole judging process.

And finally the historical first ever effies Awards Sri Lanka has taken place and I congratulate all winners and expect them to take part in the Asia Pacific effies this year and even go for Global effies and many Sri Lankan campaigns be recognised globally for their effective excellence.

effies is a gift from SLIM to the Sri Lankan



A novel way to herald the effies. Executive Director Effies, Nimal Wirasekera lighting the lamp



Hemas celebrating their glory. Director Brands, Hemas, Rochelle De Silva receiving her award from Creative Partner, Varuni Amunugama Fernando



Phoenix representatives receiving the award from the Deputy Chairman Ceylino Printing



Chief Guest, Lorane Mathis flown in all the way from UK with SLIM, President, R. M. P. Dayawansa presenting the award to Ogilvy Action.



Minds won a prestigious Silver for Pizza hut and here the victorious team with, Vice President SLIM, Thushara Perera, CEO, Minds, Rohan Rajaratnam and Head of Corporate Events, Lake House, Varuna Mallawarachchi

## Grant McCann Erickson wins highest Silvers at effies

At the recently concluded first ever effie Awards which celebrated the perfect combination of creative and effective excellence in advertising, Grant McCann Erickson was the only agency to win two Silver Awards - the highest calibre metal awarded for the night. The Silver awards were presented for

"Tigo" and "The Ex-Servicemen's Association". Tigo was also highly awarded at the "Chillies" earlier this year.

Grant McCann Erickson paid high tribute to their clients who partnered them closely to achieve these enviable awards.

The Sri Lanka Institute of Marketing in collaboration with the 4A's introduced the effies to Sri Lanka for the very first time.

Grants was not outdone as they bagged two Silver Awards and here proud Managing Director Neela Marikkar with Vice President SLIM, Saliya Weerasekera and Head of Marketing and PR, People's Bank, Deepal Abeysekera



JWT won Silver for Viva campaign and President, JWT, Tayan Bartlett receiving the award from Vice President SLIM, Rohan Somawansa